

Why Vandoren

Many band directors across the country recommend Vandoren products for their students. However, there are those that do not. Their reasons for this can be varied and might include points about cost considerations for band parents. While Vandoren products typically cost a bit more than other equipment choices, we believe that what we offer in terms of experience, precision, reliability, and variety is well worth the extra pennies. Below are a few reasons why Vandoren is the right choice for your program, regardless of argument. We've broken down the reasons into two general areas: performance and retention.

Performance

The performance of Vandoren products is unparalleled and has been proven among musicians of the highest caliber for 100 years. The precision and accuracy found in our reeds and mouthpieces is the best in the industry. Here are some of the reasons why:

Reeds

Cane - No reed would be worth much if the cane wasn't any good. Vandoren cane is widely regarded as the best cane in the



Vandoren cane plantation in the south of France

world. They have been growing cane for 100 years and employ a full-time agricultural staff to pay attention to every detail, from monitoring the cane over the two year growing cycle to harvesting and sunning the cane to overseeing the natural drying process. Cane that doesn't meet the stringent standards of Vandoren isn't resold to another reed maker - it's ground up and used to heat the factory.



Third generation craftsman, Bernard Van Doren developing a reed model

Design (Cut) - Vandoren has developed a number of cuts over the years by working with great musicians from around the world. The company got its start when Eugene Van Doren, an accomplished clarinetist, showed his reeds to his fellow musicians. It wasn't too long before Eugene was inundated with requests for him to make reeds for them. Little has changed since those early days. Today, third-generation craftsman Bernard Van Doren, Eugene's grandson, develops unique cuts the same way his grandfather

did - by working with musicians, his own hands, and by combining their collective experience to create products that will satisfy musicians' needs.

After the design is developed, the cane is then cut into reeds using laser, video, and diamond-cut technologies. The precision levels at the Vandoren factory are measured in microns, making it the most advanced technology in the world. Dimensions unparalleled in the industry.

For more information on this process, go to www.dansr.com, click on the Why Vandoren link and go the instructional materials page to view a complete slide show on reeds.



Reed machines cutting reeds to precise dimensions.

Mouthpieces

As with reeds, the precision of each mouthpiece cut is measured in microns. The cut of the facing is done by a diamond blade to the tolerance of 4 microns (about the size of a human hair cut into 4 equal pieces). From the beginning of the process to the finished mouthpiece, each step is managed by expert craftsmen.



Mouthpiece craftsman hand finishing a mouthpiece. All mouthpieces at Vandoren are hand finished.

The design of each mouthpiece is conducted with the help of musicians from around the world. With three clarinet mouthpieces holding almost 40% of the world market share, it's clear that Vandoren mouthpieces are respected worldwide. Here's a fact you may not have known - even though Vandoren mouthpieces are mass-produced, every mouthpiece they make is hand-finished. At Vandoren, they don't make a student mouthpiece; they make a world class mouthpiece that will make your student sound and play better.

Retention

How can reeds and mouthpieces help you keep players in your program? Let's consider the typical dynamic of a beginning group. You may start twenty clarinet players at the beginning, and you immediately see four or five that show great promise. Ultimately these players become your first chair players and need little motivation from you. They want to practice and they're motivated to improve. The next level of player is where Vandoren can help your program the most. The players in the next level may struggle a bit, and if their equipment does not help them get a good

sound, frustration begins to set in. They lose their motivation to practice and eventually they quit your program. Remember, even with an average clarinet or saxophone, a quality mouthpiece and reed set-up will make it sound better. The better these students sound, the more motivated they become, and the longer they stay in your band. It's this reason you provide to the band parent that says "Vandoren is too expensive." It would be more expensive if that student quit and the rental or purchase went unused.

Summary

If you want to summarize this article for your parents, here it is:

Why Vandoren?

Experience - Vandoren is the oldest reed and mouthpiece company in the world, founded by a clarinetist. No other company has the knowledge that we have amassed over a century of serving musicians.

Precision - No factory uses the types of technology Vandoren uses. With precision measured in thousandths of millimeters, reeds and mouthpieces are made better and more accurately than any other product on the market.

Reliability - With that precision, every reed is cut to the same specifications and every mouthpiece plays in tune, with precise articulation and a beautiful tone.

Variety - With over 100 different mouthpiece models and 10 different reed designs, every player will find a reed and mouthpiece to match their needs.

Passion & Commitment - Vandoren was started by a clarinet player and to this day musicians play a critical role in developing our products. They're passionate about music and committed to making the best products so you or your students can communicate your own musical passion.



Vandoren is here to help because we're passionate about the music and equally passionate about making your program better. Just like you.